

DELEGATE PATHWAY

THE EXHIBITOR / SOLUTION PROVIDER

REGISTRATION TYPES

Exhibitors, Service and Hardware Suppliers



American Bus Association™

Marketplace

Calgary | Feb 6-9, 2027

EXHIBITOR

Exhibitors, Technology Providers, Service Partners,
Equipment Manufacturers, & Industry Suppliers

PRIMARY GOAL AT MARKETPLACE

Generate qualified leads, strengthen brand visibility, and build relationships with key industry buyers.

01●

REACH THE OPERATORS WHO NEED YOU

Direct access to operators and decision-makers increases visibility, strengthens relationships, and accelerates the sales pipeline.

02●

TURN VISIBILITY INTO LEADS

Targeted exposure and strategic engagement opportunities help convert visibility into qualified leads and measurable ROI.

03●

MORE THAN A BOOTH— A PLATFORM

Integrated engagement beyond the exhibit floor drives more ROI such as speaking opportunities and demos.

PRE-MARKETPLACE | To be successful, engage audiences before arrival through targeted marketing campaigns, appointment-setting, sponsorship promotions, and coordinated onsite activations.

MAXIMIZE YOUR TIME ONSITE

Events highlighted in gold are suggested events for the Exhibitor/Solutions Provider

THURSDAY FEB 4	FRIDAY FEB 5	SATURDAY FEB 6	SUNDAY FEB 7	MONDAY FEB 8	TUESDAY FEB 9
8:00a – 6:00p National Bus Traffic Association Meeting	8:00a – 6:00p Registration Open	7:00 – 8:00a Sightseeing Pick-Up	7:00a – 6:00p Registration Open	7:00a – 6:00p Registration Open	7:00a – 6:00p Registration Open
SMART ADD-ON Volunteer onsite and experience the new ROI – Return on Involvement. It is like a 2-hour appointment!	8:00a – 6:00p Sightseeing Ticket Pick-Up	7:00a – 6:00p Registration Open	7:45 – 8:45a Operator Breakfast	7:45 – 8:45a Operator Breakfast	7:45 – 8:45a All Delegate Coffee and Connections
	8:00a – 6:00p Exhibitor/Sponsor Move-In	8:00a – 12:00p ABA Board Breakfast/Meeting Invitation Only	9:00 – 10:30a Driving Force CEO Roundtables	9:00a – 5:19p Lodging/AttractionAssociate/ Allied Appointment Sessions	9:00a – 3:00p BusMARC Meetings Offsite
	8:00a – 6:00p National Bus Traffic Association Meeting	8:30a – 1:00p Sightseeing Tours	9:00a – 5:30p Bus Industry Safety Council Meeting & Education Sessions	9:30a – 12:00p Education Seminars	9:00a – 4:35p Lodging/Attraction/Associate/ Allied Appointment Sessions
	10:00 – 11:00a Hispanic Motorcoach Council Meeting	9:30a – 12:00p Education Seminars	9:00a – 5:19p DMO/Receptive Appointment Sessions	9:30a – 4:00p BISC/BusMARC Meetings & Education Sessions	9:30a – 12:00p Education Seminars
	11:00a – 12:00p Next Era Leadership Council Meeting	12:30 – 1:30p ABA Insurance Report Briefing	11:00a – 5:30p Education Seminars	12:16 – 2:30p All-Delegate Lunch	12:30 – 2:00p All-Delegate Awards Lunch + Annual Meeting
	12:00 – 1:00p Driving Force Council Meeting	1:35 – 6:00p Ribbon Cutting Ceremony	12:16 – 2:30p All-Delegate Lunch + State of Industry	3:00 – 4:00p Travel and Tourism Policy Meeting	4:45 – 8:00p Exhibitor Move-Out
	1:00 – 5:00p Women in Buses Day	1:45 – 6:00p Networking Floor Reception	7:00 – 9:30p All-Delegate Evening Event	4:00 – 5:00p Transportation Policy Meeting	7:00 – 8:30p Closing All-Delegate Reception
	4:00 – 5:00p ABA Board Executive Committee Meeting Invitation Only	2:00 – 3:00p African American Motorcoach Council Meeting		5:00 – 6:00p BusPAC Fundraiser Reception BusPAC Donors Only	8:45 – 10:30p ABA Jam Band After Party
	5:00 – 6:00p All Council Reception	3:00 – 5:30p Education Seminars		7:00p Dine Around Calgary	
		5:30 – 6:30p Operator Reception		9:00p – 12:00a Foundation Afterglow	
		7:00p ABA Board Dinner Invitation Only			
		7:00p Experience Calgary on Your Own			